HE.NET Channel: Enhanced Services & Enhanced Commissions

July 6, 2016 – from Mark Welch, HE.NET Channel Sales Development

Hurricane Electric added "Enhanced Commission" opportunities in late December.

But so far, very few agents have promoted our Enhanced Services -- even though they can **double** or **triple** your commission on an **entire order**.

Yet we've actually had customers *add their own* Enhanced Services, **without any agent involvement** (one by adding an IPv4 address block and another by adding additional BGP/VLAN sessions). As soon as those items were added to the MRC, we began paying the agents the higher Enhanced Commission percentage on the **total MRC**.

Don't wait for your customer to self-select Enhanced Services: be proactive!

"Enhanced Services" include these IP Transit services:

- a. Additional IPv4 address blocks;
- b. Additional BGP sessions and/or VLANs;
- c. Managed Security Service;
- d. Enhanced Traffic Analysis Reports;
- e. Cross-connect fees;

and these Colocation services:

- f. Colocation storage cabinet (unpowered);
- g. Second Power Circuit in a colocation cabinet.

How it works: For each customer, we pay a commission of:

- TRIPLE our standard % of MRC, if 15% or more of the MRC comes from "enhanced services";
- DOUBLE our standard % of MRC, if 10% (but < 15%) of the MRC comes from "enhanced services";
- Our standard % of MRC, otherwise.

Again, this is a percentage of the **entire** order, not just on the enhanced service component.

We also pay a $1,000 bonus for every "new-ASN customer."

Attached are two one-page PDFs, one with commission examples, and the other describing our Managed Security Service.

How can I help you profit as a Hurricane Electric channel partner?

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